



Bureau of Substance Abuse Services Prevention News

Spring 2008

Volume 2, Number 1

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Prevention Links

Massachusetts Clearinghouse

Regional Centers For
Healthy Communities

Massachusetts Partnership
For Healthy Communities

Treatment Links

Massachusetts Substance
Abuse Information and
Education HelpLine

Prevention Announcements

Prevention Grants Awarded

Beginning July 1, 2008 funding will be awarded to 31 municipalities (cities or towns) with a particular focus on underage drinking. This will enable municipalities, in partnership with existing or proposed coalitions/ collaboratives, to prevent/reduce substance use/abuse implementing environmental strategies as the primary focus of their comprehensive program design. Communities were selected based on population, prevalence of substance abuse, demonstrated need, current resources available and other considerations including geographic distribution. [The award notice for this procurement is posted on www.comm-pass.com](http://www.comm-pass.com).

MassCALL2 Rolls Out

Funding has been awarded to 14 communities with high incidence of opioid overdoses. This three year funding will enable municipalities(cities or towns) in partnership with existing or proposed coalitions/ collaboratives to reduce unintentional fatal and non-fatal opioid overdoses. In addressing opioid overdose prevention/reduction, programs will be required to implement the Substance Abuse and Mental Health Services Administration's (SAMHSA) five-step Strategic Prevention Framework (SPF). These steps are: Assessment, Capacity Building, Planning, Implementation and Evaluation. [The award notice for this procurement is posted on www.comm-pass.com](http://www.comm-pass.com).

Underage Drinking Campaign Runs Through Spring

The familiar ad below ran in the *Metro* and on public transit across the state throughout April. Fifty communities ordered 37 banners, 34 sets of posters, and 32 copies of the Lieutenant Governor's speech. The new youth activist video, "Prevention Power," was used by 35 communities, and over 5,000 "Start Talking Before They Start Drinking" brochures were ordered from the Clearinghouse.

The good news in Massachusetts is that we continue to make gains with age of first use. [See the office of statistics and evaluation data brief](#)

Kids who drink before age 15 are 4 times as likely to develop alcohol dependence as those who start drinking at 21.

START TALKING BEFORE THEY START DRINKING
To learn more, call the Helpline 1.800.327.5050

BSAS
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Find A Treatment Program Mass-Support

Contact Us

Steve Keel
(617) 624-5141
stefano.keel@state.ma.us

José Morales
(617) 624-5142
jose.morales@state.ma.us

Kathleen Herr-Zaya
(617) 624-5143
kathleen.herr-zaya@state.ma.us

Chuck Klevgaard
(617) 624-5172
chuck.klevgaard@state.ma.us

Tonya Fernandes
(617) 624-5140
tonya.fernandes@state.ma.us

Amy Steinmetz
(617) 624-5125
amy.steinmetz@state.ma.us

Focus on Community Success



In Support of Evidence-based Programs and Practices

SCATS VLOG

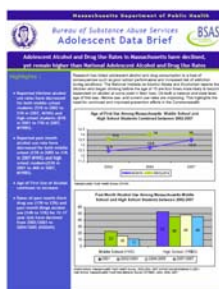
What's a Vlog? **Somerville Cares About Prevention** has creatively identified a strategy to reach out to the community utilizing technology. A Vlog is similar to a blog. It is place to post videos about things going on at Somerville Access Television (SCAT). This spring **Somerville Cares About Prevention** held its 5th Annual **Community Addiction Speakout** at SCAT. The program featured a panel of experts on teen alcohol and opiate addictions, including two teens in recovery who shared their stories. SPF100, the youth group that promotes positive choices, showed their video about the problem of adults giving youth access to alcohol. **Check out the VLOG at <http://www.scatsstaffvlog.blogspot.com>**

Social Norms Project in Gloucester

Actuality, currently being utilized in Gloucester is based on **The Fort Collins Social Norms Project**. It is an innovative and evidence-based sustainable method of health promotion. The project incorporates a six phase process that is closely aligned with the Strategic Prevention Framework. The process begins with gathering relevant data and assessing the target audience. The next phase involves developing a marketing plan and rolling out the campaign. The campaign in Gloucester was launched this spring through a 30 person street team, part of the **actuality** approach.

For information on The Healthy Gloucester Collaborative contact; Kathy Roberts
kr Roberts@ci.gloucester.ma.us

Epidemiology News



BSAS Adolescent Data Brief

Presentation of 2007 MYHS and MYRBS illustrating national and state level adolescent substance use data.

Available on the BSAS website soon

Massachusetts Deaths 2006



Bureau of Health Information, Statistics, Research and
Evaluation
Massachusetts Department of Public Health
April 2008

Fatal Opioid Overdose Trends Continue

Deaths caused by overdoses of heroin and other opioids, such as Oxycontin, rose by more than 7 percent per year from 2000-06 in Massachusetts. Fully two-thirds of all poisonings reported to DPH during 2006 were the result of opioid overdoses. The report shows that 637 people died from opioid poisoning in 2006, up from 544 the year before.

To Download or Read The Full Report
<http://www.mass.gov/dph/pubstats.htm>



Tobacco Community Fact Sheets

Town/city fact sheets on smoking, health effects, and service utilization are now available through the Massachusetts Tobacco Control Program.

Contact Mark Paskowsky at Mark.Paskowsky@state.ma.us.
Available on the MTCP website soon.



Around the State



Data Surge in Central Mass

The Central MA Center for Healthy Communities (CMCHC) and its host agency, LUK, Inc. received a grant from MA DPH / MTCP to design, conduct and analyze the YRBS in school districts in Central MA. Part of the process was to create or enhance school/community partnerships which would release the results in a collaborative manner and use it to address themes in the surveys. Nine school districts, involving 18 schools and almost 15,000 students were involved.

Ads Target Prescription Drug Misuse

The [Massachusetts Prevention Partnership](#), in its' affiliation with The Partnership for Drug-free America has launched the Prescription Drug Abuse Initiative here in Massachusetts. The campaign "*drug dealer*" (left) and "*all my pills*" urges parents to learn about this serious problem, share the information with their teens, and take action to prevent teens from accessing these medications at home.

To view the ads visit: www.drugfree.org



Power Summit 2008 & Middle School Day

This year's summit will be held at Endicott College in Beverly on June 22-25th. This four day conference for youth and adults will focus on environmental prevention of underage drinking. On Monday, June 23rd there will be a *Middle School Power Summit*. This required separate registration.

For information or registration contact MADD at 508-836-9923 or email jpeck@maddmass.org



Publication Highlight

Alcohol and Other Drugs: Is Your Teen Using

For Parents of at risk high school-age teens. This booklet helps parents to take action if they think their teen may be using inhalants, alcohol, or other drugs. Written in a supportive and informative tone, it helps empower parents and guide them through the steps and local resources they can use to get assistance for their child and/or family.

To download or order multiple copies visit:
www.maclearringhouse.com



Overdose Prevention Wallet Cards

For loved ones of persons who have problems with opioids. This handy communication tool, "Know the Signs of Overdose", provides basic information on opioid overdose prevention and referrals for treatment. It clearly describes the signs and symptoms of opioid overdose, rescue breathing techniques, and other emergency procedures.

To download or order multiple copies visit:
www.maclearringhouse.com



**Check Out The New NREPP
National Registry of
Evidence-based Programs and
Practices**



Massachusetts Trainings
www.neias.org/SATadcareMA.html



New Second Hand Smoke Campaign

The Massachusetts Department of Public Health Tobacco Control Program launched a campaign in May to educate parents and help them protect children from the dangers of secondhand smoke. The campaign, along with additional information on secondhand smoke, is featured on www.Makesmokinghistory.org.

For more info, MTCP: 617-624-5900

To order materials: www.maclearinghouse.com

Upcoming Events



May 28, 2008

Social Norms Conference, Marlboro, MA, RSVP by May 16th

For more information email Amane AbdelJaber at amane.abdeljaber@state.ma.us

June 9-13th, 2008

8th Annual New England School of Prevention Studies, Rindge, New Hampshire,

Apply Online www.neias.org

June 11, 2008

Youth At Risk, Endicott College, Beverly MA , Register: <http://www.essexcountyyouth.org/>

June 15-17th, 2008

Northeast Youth Leadership Institute, Merrimack College, Beverly, MA

Contact: Penny Bruce at 978-668-2323 x8615

June 18, 2008

2nd Annual Healthy Communities Conference and Graduation, Contact Peter lee, Director, for more information (617) 451-0049 * 507

June 19, 2008 3-4:40

Webinar: Blogs: Finding Your Coalitions Voice, Expanding Your Coalition Channel, Register: Go to <https://www1.gotomeeting.com/register/246180219>

June 19, 2008 3-4:15

Audio-conference: On Premise Enforcement and Retailer Training Opportunities

Register: Call PIRE toll free 1-877-335-1287 or go to www.udetc.org

June 23-26, 2008

MADD Power Summit, Endicott College, Beverly, MA. Contact: :

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